THE ART OF PLEASING

MAKES RISING IN WORLD EASY —"SUGAR CATCHES MORE FLIES THAN VINEGAR."

Fine Manners as Capital—A Bank Asset — How Cleveland Taught Boorish Official a Lesson in Politeness.

By Dr. Orison Swett Marden.

What thou wilt,
Thou must rather enforce it with thy smile,
Than hew to it with thy sword.
—Shakespeare.

"WHY did our friend never succeed in business?" asked a man returning to New York after years of absence; "he had sufficient capital, a thorough knowledge of his business and exceptional shrewdness and sagacity." "He was sour and morose," was the reply. "He always suspected his employes of cheating him, and was discourteous to his customers. Hence, no man ever put good will or energy into work done for him, and his patrons went to shops where they were sure of civility."

Many people work their hands off, metaphorically speaking, and deny themselves the common comforts of life in their efforts to succeed, and yet render success impossible by their cross-grained, disagreeable manners. They repel patronage and business goes to others who are really less deserving but more agreeable.

Bad manners often neutralize even honesty, industry and the greatest energy, while agreeable manners win in spite of other defects.

Good Manners Currency.

It has been well said that no one can escape the bondage of good manners. Its fetters may be silken, but they are as strong as those that wheel the earth along in its orbit. And, while all must obey its laws, those laws furnish a currency with which if the beggar provide himself therewith, he is better off in all the markets of the world than the prince who has it not.

Many a man owes his position or fortune largely to a fine manner. "Thank you, my dear; please call again," graciously spoken to a little beggar girl who bought a penny worth of snuff, proved a profitable advertisement, and helped make Lundy Foote a millionaire.

Perhaps nothing besides downright honesty contributes so much to one's success in life as agreeable manners, the genuine courtesy that is based on good nature.

Other things being equal, of two persons applying for a position, the one with the best manners gets it. A rude, coarse manner creates an instantaneous prejudice, closes hearts and bars doors against us.

"The difference between a well-bred man and an ill-bred man," said Dr. Johnson, "is this: One immediately attracts your liking, the other your aversion. You love one till you find reason to hate him; you hate the other till you find reason to love him."

Dr. Johnson on Courtesy.

Uncouth and domineering as he was himself, yet the good doctor, in common with all the world, was attracted by the charm of a fine manner in others. Speaking of a man of exquisite courtesy and tact, he said:

"I remarked with what justice of distribution he divided his talk to a wide circle; with what address he offered to every man an occasion of indulging some favorite topic or displaying some particular attainment, the judgment with which he regulated his inquiries after the absent; and I . . . soon discovered that he possessed some science of graciousness and attraction which books had not taught; that he diffused upon his cursory behavior and most trifling actions a gloss of softness and delicacy by which every one was dazzled; and that, by some occult method of captivation, he animated the timorous, softened the superstitious and opened the reserved. I could not but repine at the inelegance of my own manners, which left me no hope, but not to offend, and at the insufficiency of rustic benevolence, which gained no friends but by real service."

Thousands of professional men, without any special ability, have succeeded in making fortunes by means of a courteous manner. Many a physician owes his reputation and success to the recommendation of his friends and patients, who remember his kindness, gentleness, consideration and courtesy. This has been the experience of hundreds of successful lawyers, clergymen, merchants, tradesmen and men of every class and of every walk in life.

Kindliness of "Sam" Jones.

"Golden Rule" Mayor Samuel M. Jones, of Toledo, O., owed his popularity and success as a public man as well as a business man largely to his great kindness of heart and courtesy to all men. A story illustrating these qualities is worth telling:

Upon going to his factory one morning during a hard winter Mr. Jones found affixed to the entrance door a sign: "No help wanted." He had the obnoxious sign immediately removed, remarking: "Men who apply for work should have at least a decent reception; maybe we can help them by kind words, even if we have no work for them."

There is no doubt that Gov. John L. Bates, of Massachusetts, also owes much of his success to his gracious manner. He was a college mate of the writer's, who well remembers how even in those early years his genial spirit, strong personality and courtesy won him a large place in the hearts of all his teachers and associates. It was the same when he left college. His pleasing address and affableness, combined with ability and a good character pushed him right ahead of men of greater experience and perhaps equal ability.

Young men often think, if they happen to be in a position of more or less importance of authority, that they may be as gruff and rude as they please without injury to themselves (it does not occur to them to consider the feelings of others). But in this they are greatly mistaken.

Rude to Grover Cleveland.

Grover Cleveland once taught a young man of this type a lesson which is is to be hoped was of service to him.

When Alonzo B. Cornell was governor of New York he had a clerk who often remained seated while callers at the capitol were obliged to stand while they transacted business with him. One day a delegation headed by Mr. Cleveland, who was then a young attorney, called to plead for the life of a condemned man. After the clerk had kept the members of the delegation waiting for two hours in the outer hallway he admitted them to the governor, who finally refused to interfere in behalf of the condemned man. One year after Mr. Cleveland was elected governor of New York state. A few days after his election he visited the executive chambers, Gov. Cornell showed him around, and asked him if there was anything he would like to have done in advance before he took office. "Yes," said Mr. Cleveland, "there is just one thing you can do for me, if you will, and that is to remove the clerk who kept me waiting outside so long when I was last here. It may teach him a lesson in politeness." The clerk was removed.

A man's position, no matter how exalted it may be, is no excuse for rudeness or lack of courtesy. The accident of being a superintendent, manager, or overseer does not give you the right to abuse those who, being less fortunate than yourself, happen to be under you. The humblest man or woman in your employ may be infinitely your superior (as many a servant is far superior to his or her millionaire employer), and in reality much more successful than yourself. Gentleness and consideration for others, not arbitrary selfishness, are the touchstones of all true greatness.

Courtesy as Bank Asset.

The late George G. Williams, president of the Chemical national bank, of New York, who was for nearly half a century the virtual head of that great institution, placed the highest value on courtesy as a success factor.

"I have always made it a rule of the bank," he said, "that its employes must be courteous to every one. Many an important customer is lost to a bank through the incivility or neglect of an employe. We act on the principle that an ounce of politeness saves a ton of correction, and that no institution can become so great or independent as to successfully ignore the rules of courtesy. I cannot too emphatically impress upon young men the absolute indispensability of politeness. In this bank the officers and clerks are always civil to whosoever enters the doors, and the example thus set clerks and messenger boys coming in here has borne good fruit, as we have been told by their employers. If I had 20 tongues I'd preach politeness with them all—for long experience has taught me that its results are tangible and inevitable. It is the Aladdin's lamp of success."

Some one has pithily remarked:

"What is the good of being gold if you look like brass?"

A good heart is more desirable than wealth or fame or any material advantage. But even goodness is often made repulsive by a harsh, offensive manner. Even animals are sensible of the difference between a kind thing done in a gracious, kindly way and a kind thing done in a rude, ill-mannered way. It has been observed, for instance, that if you throw a bone to a dog he will run off with it in his mouth, without any expression of gratitude or appreciation. But call the dog to you, pat him on the head, let him take the bone from your hand and his tail will wag with joy and gratitude.

"Cut" Diamonds Best.

It is not enough to be a diamond in the rough, whose value is known only to your friends. The diamond must be cut and polished in order to bring out its beauty and brilliancy and enhance its fine quality. Do not flatter yourself that because you have a good heart you will get on in the world in spite of bad manners. Appearances are all-powerful. The first impression has opened or closed the door of a great opportunity to many a man. It is uphill work for a man or woman with hard, disagreeable manners to succeed.

"Manners! What's the use of manners?" exclaimed one of that class of Americans who have become so brutalized in the scramble for money that the finer graces of life have no meaning for them. "There's no money in manners, is there?" he continued, addressing the gentleman who had introduced the subject, and who considered good manners one of the first essentials to success. "We're too busy here to pack books of etiquette around with us. If there was anything to be made out of manners—which there isn't—we'd be so polite over here that French dancing masters would look like stockyard employes compared with us."

This boor was utterly mistaken in his estimate of courtesy as capital. A fine manner is a fortune in itself. Many young men and women started in life with no other capital and succeeded. It attracts hosts of friends; it gives credit; it creates a good impression; it makes a reputation. The fine mannered are wanted everywhere. As superintendents, managers, traveling men, private secretaries—as employes in every capacity—they are in demand.

"One of the head men of a great establishment," says Mrs. Mary A. Livermore, "told me that he would as soon think of sending out to represent his house a man who was utterly ignorant of his business as one who was ill-bred, coarse, rude or forgetful of polite manners."

"Courtesy to Patrons."

One of New York's greatest merchants attributes his prosperity largely to just and courteous treatment of his customers. In answer to the question: "What do you consider as the chief factor in the building up of your immense patronage?" the head of one of the largest stenographic firms in this country replied: "Courtesy to patrons. No matter how well qualified a stenographer may be in other respects, she will not be given a place in this establishment unless she adds to her other qualifications the charm of an affable manner."

In every station, in every department of life, young men and young women are carving out successful careers for themselves largely because of their courteousness and agreeable demeanor.

On the other hand, we see men and women of ability sidetracked all along life's pathways, owing to their repellant manners and bearing.

Courtesy is to business and society what oil is to machinery. It makes things run smoothly; it eliminates all jars, friction and nerve-racking discord and noise. There is nothing else which will so quickly open the door to opportunities, to society, to the hearts of all.

Of course, it is a priceless boon to be born with a smooth temper, a kindly disposition and a suave manner, but all of these may be acquired even by those who have not inherited them. The desire to please, the disposition to be kind and obliging, courteous and gracious on all occasions to all sorts and conditions of people may be cultivated by the most uncouth. And there is nothing which will yield richer rewards in after life than the cultivation of these qualities in youth.

Who misses or who wins the prize?
Go, lose or conquer as you can;
But if you fail, or if you rise,
Be each, pray God, a gentleman.

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QUEER MEXICAN ETIQUETTE

United States Consul Writes to Washington About Some Native Customs.

There is a wide latitude in the subjects on which United States consuls make official reports to the authorities in Washington. For the most part they are kept within the lines of commerce and trade matters, and have a distinct value to merchants and manufacturers who are interested in foreign markets. Consul Headen, at Pueblo, Mexico, however, in a report just at hand at the department of commerce, has taken a step hitherto untried, says the New York Times. He writes of etiquette as he sees it in Mexico. His view is not altogether complimentary to the people among whom he is earning his official bread. He says:

"It requires temerity and no small amount of self confidence on the part of an immigrant to invade many of the communities of Mexico. The man, however, who comes from the United States dares enter anywhere, and feels that he should be received as an honored guest. This, however, is the land of anana, to-morrow—not for purposes of procrastination, as many erroneously suppose, but to learn who you are, what you are, and what's your business, and which is the path of interest and gain.

"A stranger might easily be ostracised, isolated, and debarred upon coming among such cummunities, if, owing to his habits, his life, or some idiosyncrasy of manner, he failed to come in touch with them, to gain their confidence and to secure their kindly sympathies. A good letter of introduction from some near friend of theirs, which speaks you fair, is of great value, accredits one at once, and obliterates manana. The newcomer makes all advances. Mme. Calderon de La Barca, the wife of the minister of Spain to Mexico, writes: 'There is one piece of etiquetet entirely Mexican, nor can I imagine whence derived, by which it is ordained that all new arrivals, whatever their rank—foreign ministers not excepted—must in solemn print give notice to every family of any consideration in the capital that they have arrived, and put themselves and their homes at the disposition of the residents, failing in which rule of etiquette the newly arrived family will remain unnoticed and unknown."

Was Well Posted.

"Yes, sir," said the village grocer, "I take the big weeklies to keep track of the world's affairs and the big city dailies to keep posted on what is going on in this country."

"But don't you take your home paper?" asked the drummer.

"Nope."

"But you certainly ought to feel interested in local affairs."

"Oh, I know everything that goes on. My wife belongs to the woman's clubs and three church societies, one of my daughters works in the millinery store, and the other is in the delivery window at the post office."—Indianapolis Sentinel.

Best Ideas Come of Emotion.

It is easy to laugh at the man who makes "copy" out of his greatest joys and woes; but it is inevitable that he should do so if he is going to make good "copy" at all. The stock-in-trade of the writer is his ideas, and he cannot be ignorant that his best ideas come to him through his emotions—that is, through his most painful and most pleasurable experiences.—London Spectator.

NEW YEAR'S DAY AT MANILA

The Governor's Reception Is a Popular and Most Interesting Social Function.

The principal event in Manila on New Year's day is the reception at the governor's palace. It is a brilliant affair, and is one of the largest and most cosmopolitan gatherings of the year, says an account in the Detroit Free Press.

The palace is a rambling old two-story building on the very bank of the Pasig river and surrounded on the other three sides by a beautifully kept garden of 30 acres. The entrance to the grounds is through a high and stately wrought iron gate at which a policeman is always stationed.

On New Year's day, as on the occasion of all the large receptions, of which there are many, carriages are in line for blocks, and a large posse of policemen is necessary to keep the wheels from getting into a hopeless tangle. The New Year's receptions are usually held from 5 to 7:30, but when an evening function is held the trees about the grounds are filled with colored lanterns, and as one drives slowly through the curved roadway leading to the port cochere the whole scene suggests a bit of fairyland. It is possible, also, to enter the grounds from the river side, and those who possess launches usually arrive that way to avoid the crowd.

A policeman stands at the broad door, which is on a level with the ground and is surmounted by the Spanish coat-of-arms in high relief—a dignified and impressive relic of monarchical ownership. And a few rods to the left in the grounds a band is stationed, sometimes one of the military bands, and again the constabulary—a fine organization made up of Filipinos and led by an American negro—a graduate of two eastern colleges.

Through the door one enters a large vestibule, the walls of which are entirely covered with American flags of great size. The quartermaster's department is drawn upon generously, on all of these festive occasions, and the building is filled with the red, white and blue in the heroic sizes that drape so well over large archways and areas.

A broad staircase like that of a public building leads to the living rooms upon the second floor, where the reception takes place. All of the rooms are of great size, and the first one entered, though very large, is only a gateway to the others, as the crowd naturally gravitates in the direction of the veranda. Some interesting paintings hang in this room, however—the one that attracts the most attention being a life-sized portrait of the queen regent of Spain.

Gov. and Mrs. Wright and the others of the receiving party stand in the state drawing-room. The walls are finished in a plain deep shade of red, and the only ornaments hung upon them are huge oval shaped gold-framed mirrors. The only other furnishings are stately, high-backed, teak wood chairs, delicately carved, and surmounted by the coat-of-arms of Spain. The floors in this room are especially beautiful, though all of the floors in the palace are of broad, highly polished wood something the color of our black walnut. The state drawing-room, later on, is used for dancing, and an orchestra for that purpose is stationed in the hall just outside the door.

A broad veranda surrounds three sides of another large drawing-room, and overlooks the garden and the picturesque Pasig river, with the moon hovering above in its own romantic way. Punch bowls are stationed at different points, and China boys in long white linen gowns reaching to the floor, or sometimes in brilliant satins, are called here and there for ices or other refreshments.

A billiard and smoking-room is at one end of the veranda; and at the opposite side of the house is the dining-room—square, and of immense size. It is one of the handsomest rooms in the palace and the color scheme is deep green, which sets off well the beautifully carved black wood furniture. At the table, in the center of the room, one or two of Mrs. Wright's friends pour tea, and from the various sideboards and buffets can be had all of the dainty refreshments usually served on such occasions.

At these functions the Filipino women usually display all of their diamonds, and many of them have fortunes in necklaces. It is a brilliant and interesting assemblage, but, though an American affair, the atmosphere is distinctly foreign, French, Spanish, German, English, Tagalog and various other languages in minor quantities blend into a veritable babel of tongues. Every shade of complexion is on view from coal black to white; and the costumes range from the flowing robes of the various Catholic orders to the brilliantly embroidered costumes of the devotees of Confucius. The gowns of the American women are usually of the filmiest of materials, and only a very lightweight wrap, or possibly a thin silk scarf, is all that is necessary while passing through the streets on January 1.

Everybody is at the palace on New Year's day, and everyone feels that he is welcome, for Gov. and Mrs. Wright, both of whom are exceedingly popular, are fortunate in having an easy and happy faculty of extending genuine cordiality.

Monks in Philippines.

In a recent speech the Spanish Senator Montero Rios declared that the Philippine islands had been ruined by 6,000 monks. In 1834 nearly all the monks in Spain were assassinated on one day. To-day their number again exceeds 50,000, and is growing rapidly. They give the children a medieval education, and compete in many branches of industry with the populace, which is becoming so incensed, the senator said, that he did not feel sure that the tragedy of 1834 might not some day be repeated.

Women in Our Hospitals

Appalling Increase in the Number of Operations Performed Each Year—How Women May Avoid Them.

Going through the hospitals in our large cities one is surprised to find such a large proportion of the patients lying on those snow-white beds women and girls, who are either awaiting or recovering from serious operations.

Why should this be the case? Simply because they have neglected themselves. Ovarian and womb troubles are certainly on the increase among the women of this country—they creep upon them unawares, but every one of those patients in the hospital beds had plenty of warning in that bearing-down feeling, pain at left or right of the womb, nervous exhaustion, pain in the small of the back, leucorrhœa, dizziness, flatulency, displacements of the womb or irregularities. All of these symptoms are indications of an unhealthy condition of the ovaries or womb, and if not heeded the penalty has to be paid by a dangerous operation. When these symptoms manifest themselves, do not drag along until you are obliged to go to the hospital and submit to an operation—but remember that Lydia E. Pinkham's Vegetable Compound has saved thousands of women from surgical operations

When women are troubled with irregular, suppressed or painful menstruation, weakness, leucorrhœa, displacement or ulceration of the womb, that bearing-down feeling, inflammation of the ovaries, backache, bloating (or flatulency), general debility, indigestion, and nervous prostration, or are beset with such symptoms as dizziness, lassitude, excitability, irritability, nervousness, sleeplessness, melancholy, "all-gone" and "want-to-be-left-alone" feelings, they should remember there is one tried and true remedy.

The following letters cannot fail to bring hope to despairing women.

Mrs. Fred Seydel, 412 N. 54th Street, West Philadelphia, Pa., writes:

Dear Mrs. Pinkham:—

"I was in a very serious condition when I wrote to you for advice. I had a serious womb and ovarian trouble and I could not carry a child to maturity, and was advised that an operation was my only hope of recovery. I could not bear to think of going to the hospital, so wrote you for advice. I did as you instructed me and took Lydia E. Pinkham's Vegetable Compound; and I am not only a well woman to-day, but have a beautiful baby girl six months old. I advise all sick and suffering women to write you for advice, as you have done so much for me."

Miss Ruby Mushrush, of East Chicago, Ind., writes:

Dear Mrs. Pinkham:—

"I have been a great sufferer with irregular menstruation and ovarian trouble, and about three months ago the doctor, after using the X-Ray on me, said I had an abcess on the ovaries and would have to have an operation. My mother wanted me to try Lydia E. Pinkham's Vegetable Compound as a last resort, and it not only saved me from an operation but made me entirely well."

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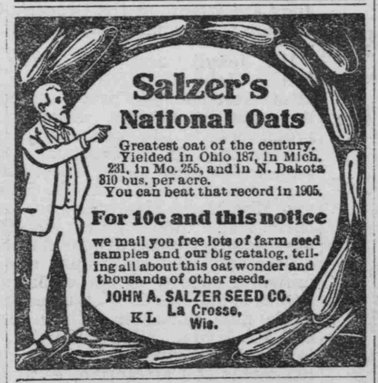

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